

Association for the Study of African American Life and History

Rating Sheet

2022 Black History Month Festival Program Applications

The Festival Program Committee will review each Branch Festival application using the criteria listed below. Each criterion can earn a score of zero to 5 points. The maximum score that can be earned by a program proposal is 50 points.

Criteria		Score
1.	The program aligns with the 2022 Black History Theme, <i>Black Health and Wellness</i>	
2.	The program aligns with the organization's mission "to promote, research, preserve, interpret and disseminate information about Black life, history and culture to the global community"	
3.	The proposal presents original programming	
4.	This is a signature (established) Branch program that is nuanced	
5.	The program is unique and creative	
6.	The program proposal is historically sound	
7.	The proposed panel includes speakers with name recognition	
8.	The program being proposed is:	
	a. an offering by a single branch	
	b. a collaboration between one or more branches	
	c. a collaboration between a branch and other civic organizations, HBCU, etc.	
9.	The program has the potential to increase viewer's interest in the Branch and ASALH	
10.	This program is designed to appeal to:	
	a. Youth	
	b. Seniors	
	c. Scholars, Academic Community	
	d. A Broad Audience	
TOTAL POINTS EARNED		